YouTube Analytics

Thrillophilia : Travel Startup

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1. Introduction

Thrillophilia is an Indian Tours and Activities company headquartered in Jaipur, Rajasthan. It was founded by Chitra Gurnani (alumnus of the Indian School of Business and DA-IICT) and Abhishek Daga(alumnus of the IIT BHU) in 2011. In its initial years, Thrillophilia focused on online sales of adventure tours but it later expanded to being a marketplace of tours and activities like weekend getaways, treks, camps, long excursions etc across Asia. The corporate outdoor and experiential learning model adopted by Thrillophilia in its early days, has proven to be of great significance since it was fairly new concept in India. Today, as per Alexa traffic rankings, Thrillophilia is among the top 10 Travel Web sites and has been credited with India's largest tours and activities company with more than 8000 tours on website. Thrillophilia claims to have had at least 70% growth every quarter since its founding.

25+
COUNTRIES

12000+
TRAVEL
EXPERIENCES

35 M+
USERS/YEAR
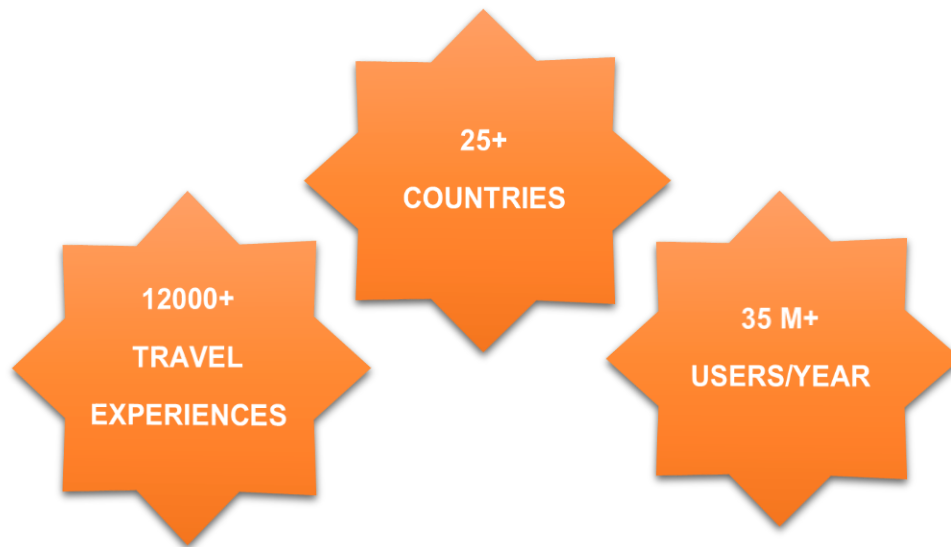
Thrillophilia joined YouTube on 2nd March 2016 and till date has uploaded 180 videos which have gained 803,678 views in total.

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2. YouTube Channel Analysis

YouTube channel of the travel startup, Thrillophilia was done by scraping data using YouTube APIs. The detailed analysis done in this report has been done based on the comments, likes, dislikes and other statistics related to the videos uploaded in the channel.

2.1 Sentiment Analysis for the Channel

The sentiment analysis for the complete channel was done based on the comments posted by the viewers for all the videos uploaded in the channel.

It was observed that although there were many views and likes for every videos, there weren't enough comments for most of the videos. But as shown in the word cloud created based on the comments, the viewers who commented liked the videos and had given more of positive reviews than negative ones. Overall sentiment scores of the comments are classified into various emotions and sentiments:

```
             sentiment Score
anger             anger    36
anticipation anticipation  138
disgust         disgust    24
fear               fear    48
joy                 joy   125
sadness         sadness    49
surprise       surprise    87
trust             trust   122
negative       negative    91
positive       positive   255
```

➢ The score of positive sentiment is 255 which is much greater than the negative score of 91. Hence it can be said that there were more positive reviews from the viewers.

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➢ The score for positive emotions like joy and trust is observed to be 125 & 122 respectively. Whereas those of negative emotions like anger, disgust & fear are 36, 24 & 48 respectively. This shows the customer satisfaction and brand trust.

➢ The emotions like anticipation (138) and surprise (87) have higher scores too and hence the travel startup has potential to capture viewer's interest.

➢ The overall sentiment of the viewers towards the videos can be analyzed from the graph shown below:
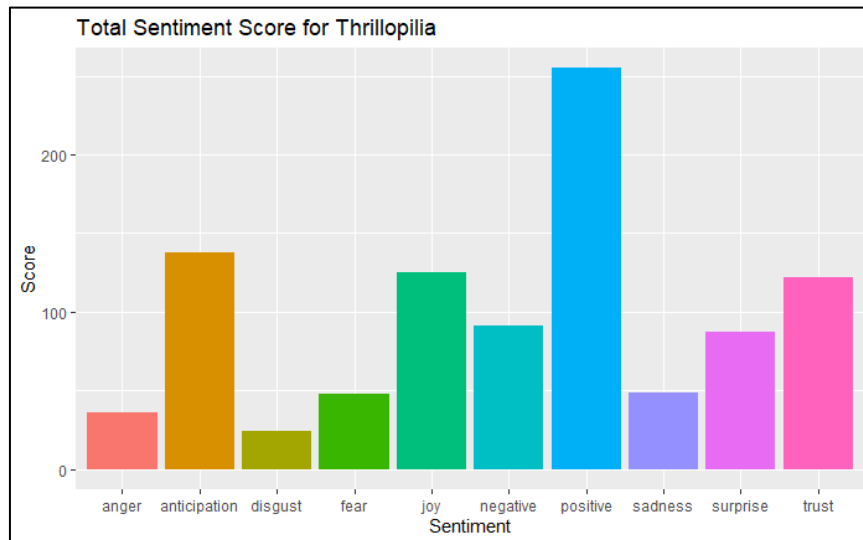
2.2 Sentiment analysis for most liked videos
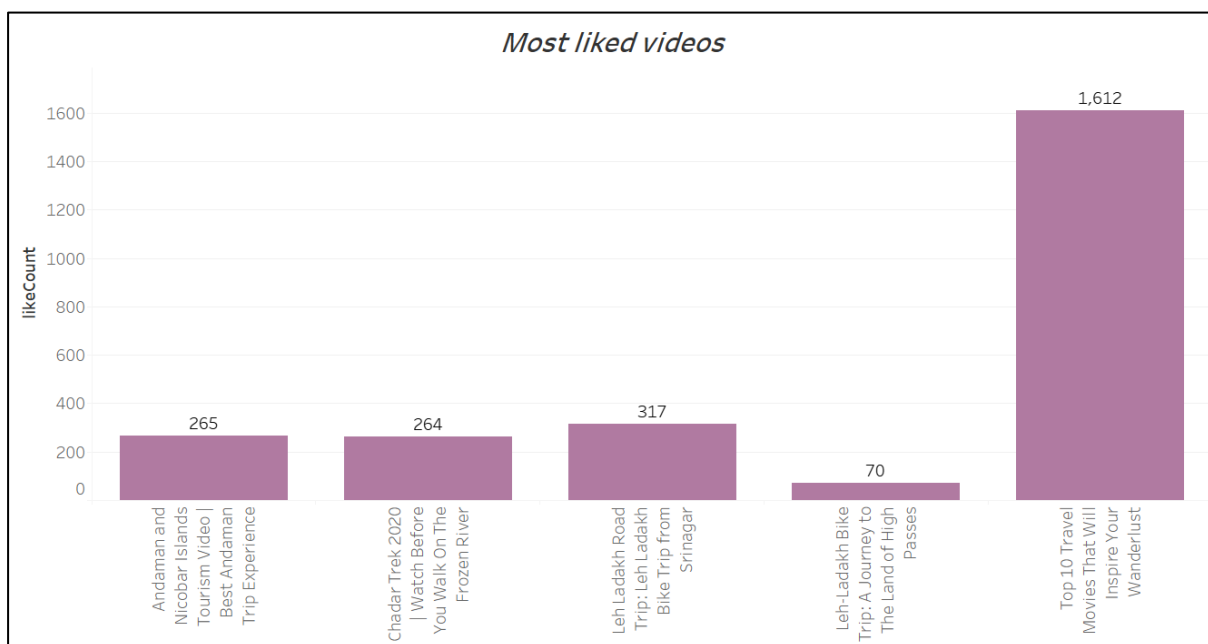
Following top 5 most liked videos were selected for performing sentiment analysis:

➢ Top 10 Travel Movies That Will Inspire Your Wanderlust

➢ Leh Ladakh Road Trip: Leh Ladakh Bike Trip from Srinagar

➢ Andaman and Nicobar Islands Tourism Video | Best Andaman Trip Experience

➢ Chadar Trek 2020 | Watch Before You Walk On The Frozen River

➢ Leh-Ladakh Bike Trip: A Journey to The Land of High Passes
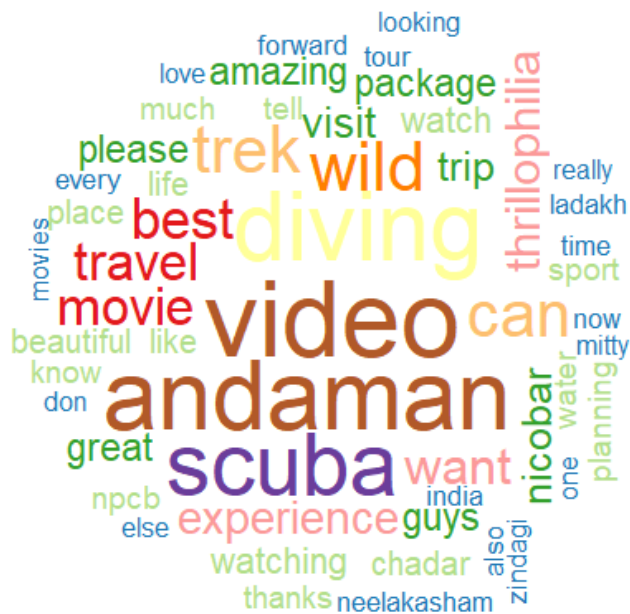
Sentiment scores of the comments posted under the most liked videos are classified into various emotions and sentiments:

sentiment	Score
anger	8
anticipation	59
disgust	1
fear	19
joy	51
sadness	17
surprise	48
trust	51
negative	35
positive	109

➢ The score of positive sentiment is 109 which is greater than the negative score of 35. Hence it can be said that there were more positive reviews from the viewers.

➢ The score for positive emotions like joy and trust is observed to be 51 for each. Whereas those of negative emotions like anger, disgust & fear are 8, 1 & 19 respectively. This shows the customer satisfaction and brand trust.

➢ The emotions like anticipation (59) and surprise (48) have moderate scores too and hence the travel startup has potential to capture viewer's interest.

The overall sentiment of the viewers towards the videos can be analyzed from the graph shown below:
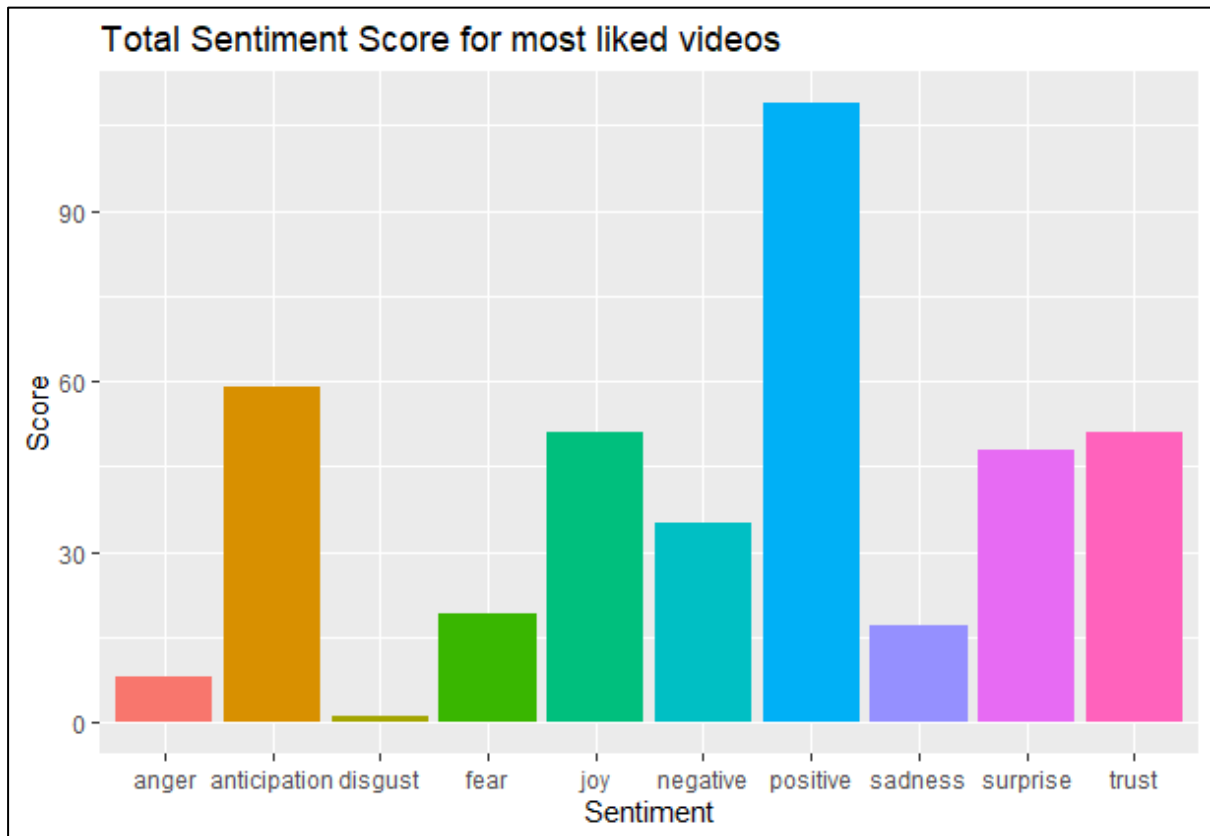
2.3 Sentiment analysis for most disliked videos

Following 5 most disliked videos were selected for performing sentiment analysis:

➢ Top 10 Travel Movies That Will Inspire Your Wanderlust

➢ Leh Ladakh Road Trip: Leh Ladakh Bike Trip from Srinagar

➢ Chadar Trek 2020 | Watch Before You Walk On The Frozen River

➢ Andaman and Nicobar Islands Tourism Video | Best Andaman Trip Experience

➢ Guhantara Resort - A day full of Adventure with Thrillophilia
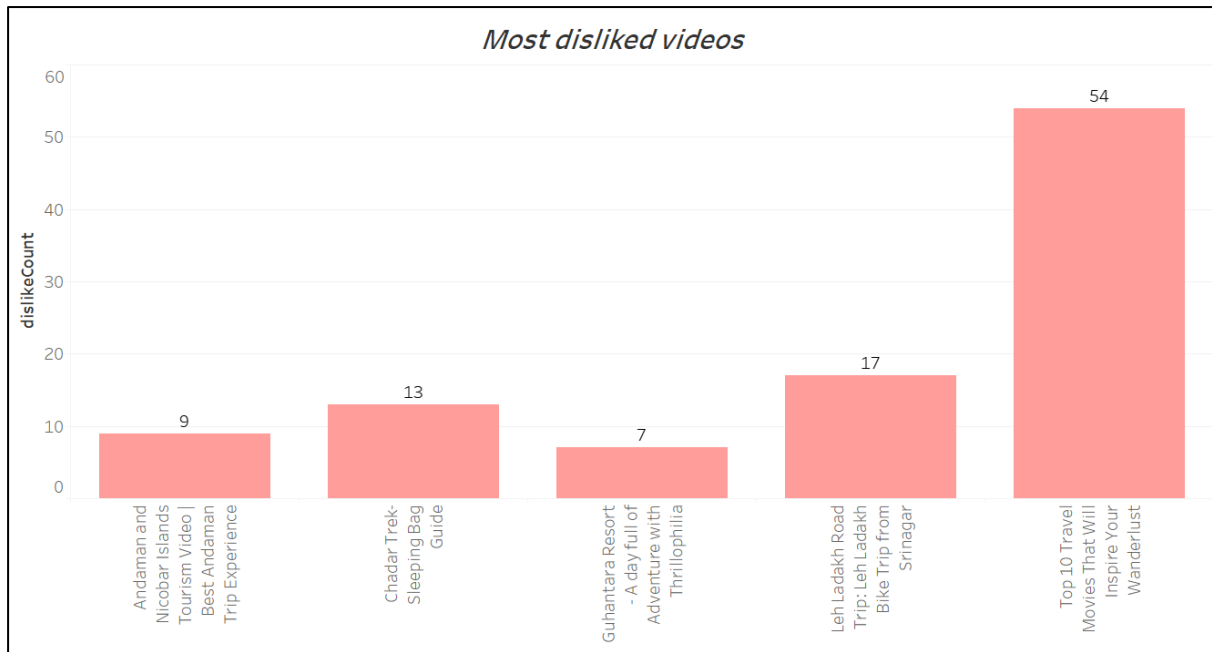
It was observed that the videos have most dislikes were also the videos with most liked counts. This is because the corresponding views were also more for these videos.

Sentiment scores of the comments posted under the most liked videos are classified into various emotions and sentiments:

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```
sentiment  Score
        anger      8
 anticipation     54
      disgust      2
         fear     18
          joy     44
      sadness     16
     surprise     47
        trust     48
     negative     34
     positive     95
```

➢ The score of negative sentiment is 34 and that of the positive sentiment is 95.

➢ The positive emotions like joy and trust has scores of 44 & 48 respectively and those of negative emtions like anger, disgust & fear is 8, 2 & 18 respectively.

➢ This difference in sentiment scores in not because the video is good or bad. Since these videos have most views, there are more number of users who have reacted on the video.

➢ Despite of being the most disliked videos, the overall reaction towards these videos is mostly positive.

Total Sentiment Score for most disliked videos
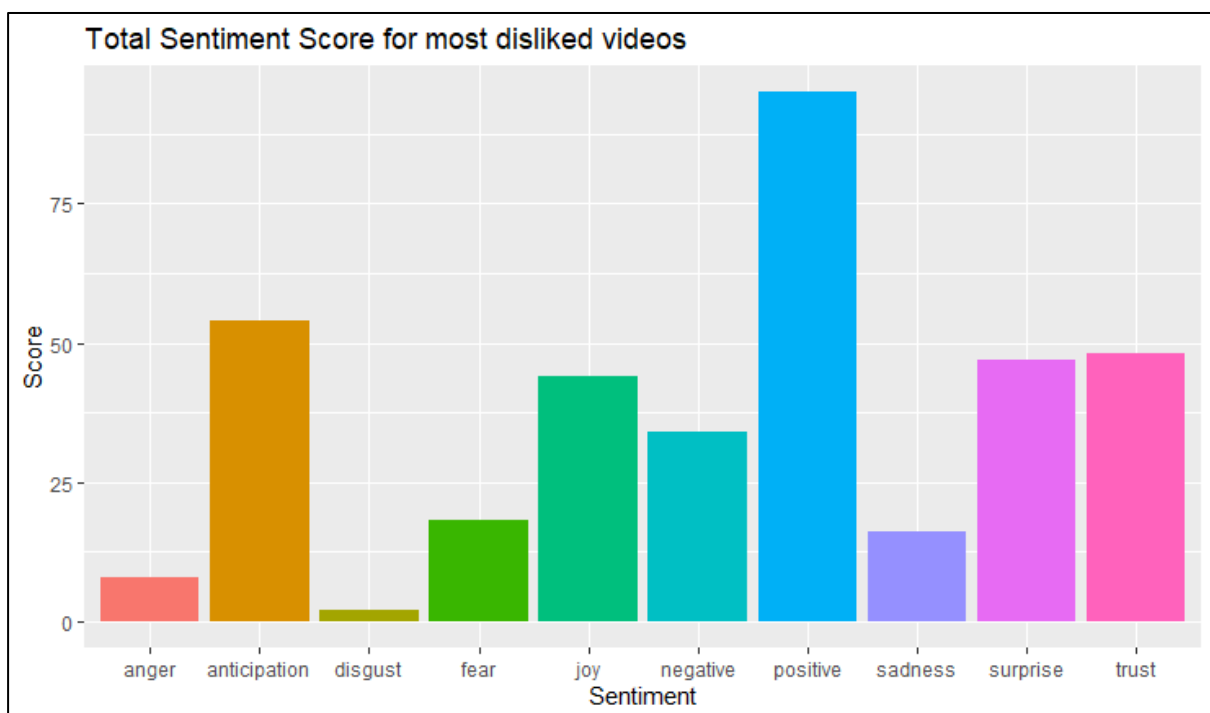
2.4 Top Active Users

Active users in a channel tend to view, like and comment on the videos uploaded frequently. In this report the active users were identified based on their frequency and recency of comments on the channel videos.

The below graph shows the yearly activity of the users based on the comments published by them.
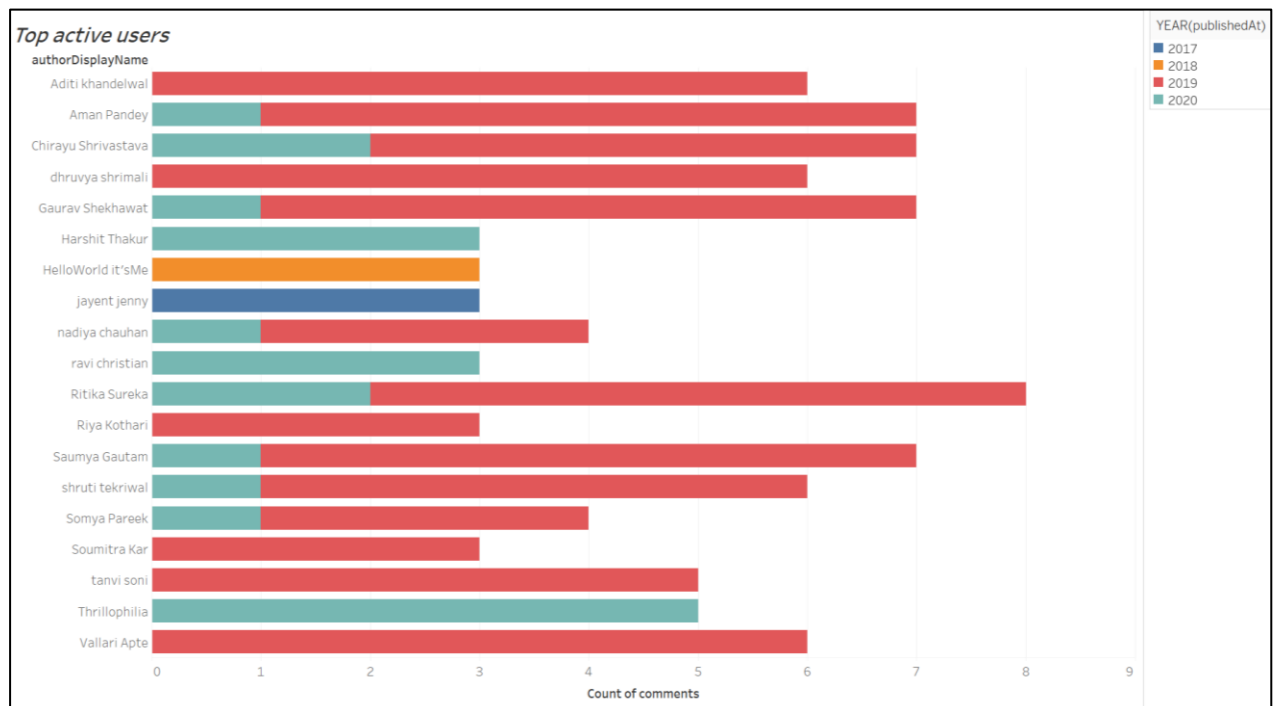
It can be observed that:

➢ Over the period of 4 years from 2017 to 2020 very few users have commented on the channel's videos.

➢ The user engagement is extremely low in the year 2017 and 2018.

➢ There was better user engagement observed from 2019 onwards.

These users were further filtered based on their recency and monthly activity and the result is as shown below:

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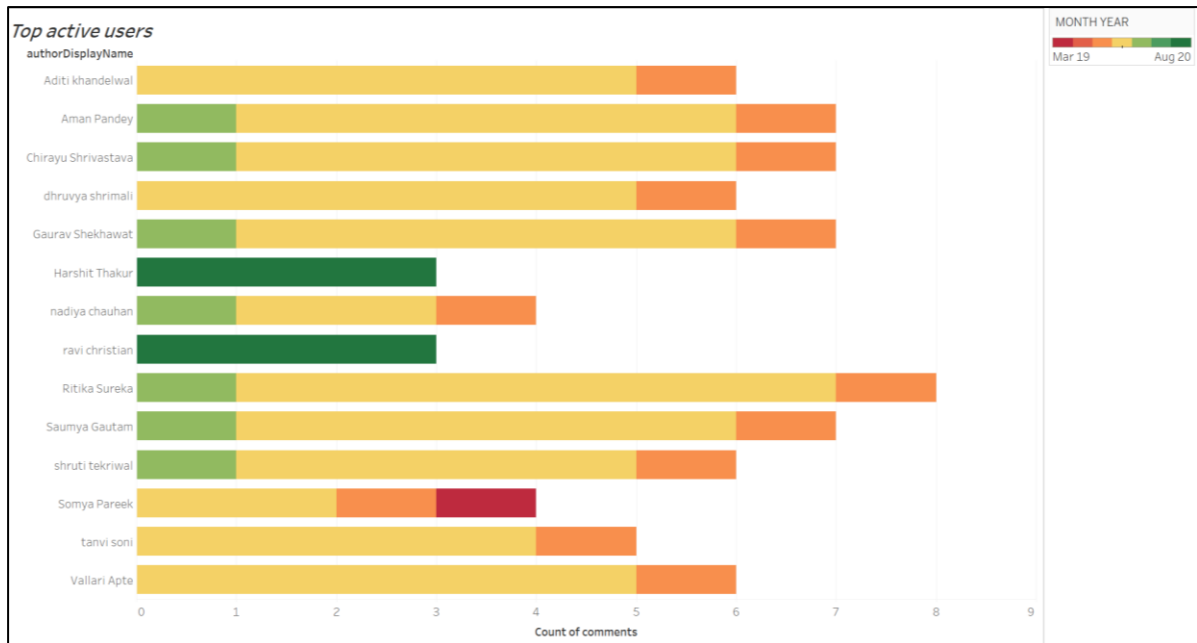
Based on the analysis of the above graph, top 10 active users were selected based on patterns in their activity (frequency as well as recency).

Sr no	Activity	Author display name
1	Commenting Consistently from 2019 to 2020	Ritika Sureka
2		Saumya Gautam
3		Aman Pandey
4		Chirayu Shrivastava
5		Gaurav Shekhawat
6		Shruti Tekriwal
7	Commenting consistently in different videos uploaded in different months	Somya Pareek
8	Active users until 2019	Aditi Khandelwal
9		Dhruvya Shrimali
10		Vallari Apte

Additionally, following users can be categorized as "new users" since their recent comments were in August 2020. They have potential to become active users if the channel continues to post videos that will interest them.

➢ Harshit Thakur
➢ Ravi Christian

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2.5 Analysis of videos in the channel based on its upload time
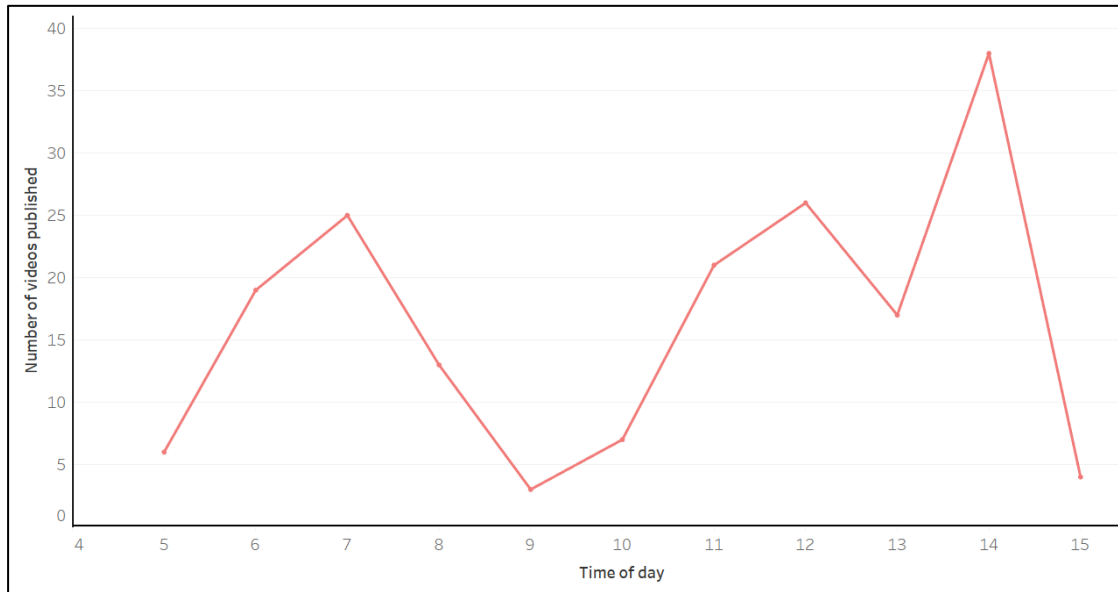
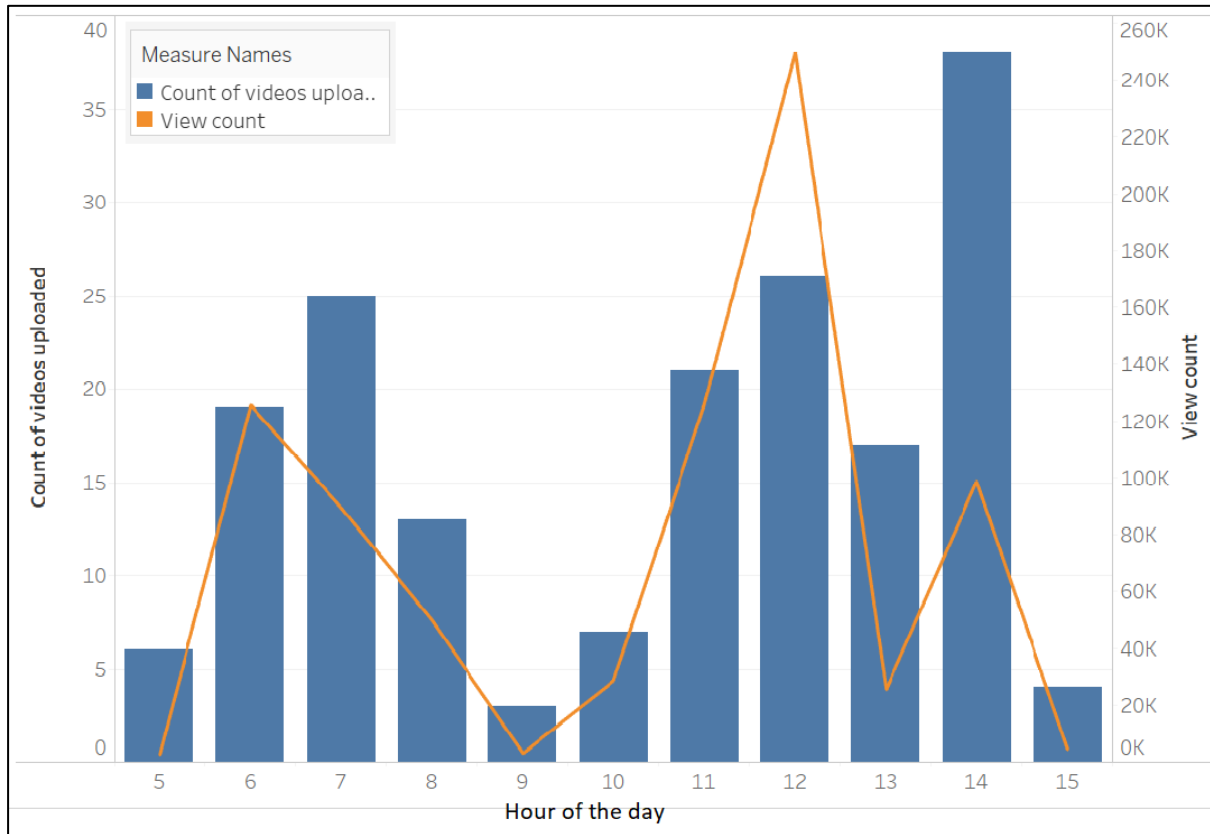The above graph shows the videos published during different time of the day. It can be observed that:

➢ The videos were published between 5 am in the morning and 3pm in the afternoon.

➢ Most of the videos (38 videos) were uploaded around 2pm in the afternoon.

➢ Videos were rarely uploaded by 3pm in the afternoon and around 9am in the morning.
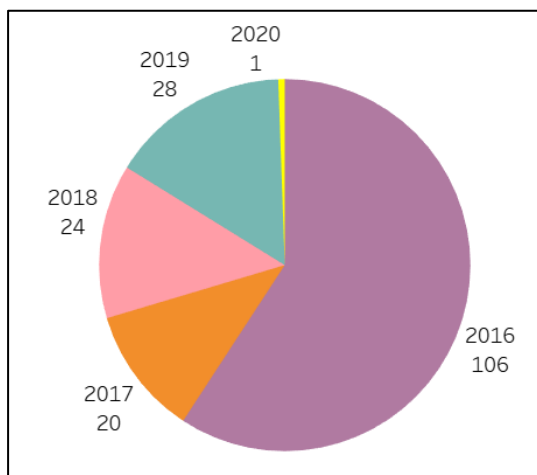
Additionally, based on the yearly analysis of video uploads, it was observed that:

➢ The channel has made many video uploads in the year 2016 (year of channel creation).

➢ The video upload frequency decreased significantly in the following years.

➢ In 2020, only 1 video has been uploaded.

➢ Hence, the decrease in viewers' engagement in Thrillophilia's YouTube channel has been observed.

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## 2.6 Analysis between the time of upload and view count

The above graph shows the videos uploaded during different time of the day and the total number of views for those videos. It was observed that:

➢ The view count is maximum (249,670) for the videos uploaded around 12 noon.

➢ The view count is minimum for the videos uploaded at 5am, 9am and 3pm.

➢ Although there is an hour or two gap between maximum video uploads and maximum views, It can be observed that the view counts were in line with the video upload time during the day.

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3. Conclusion

With a potential of 50 million outbound tourists from India by 2020, Thrillophilia is serving a niche market for the evolving Indian tourists. Till date, Thrillophilia has worked in collaborations with many travel brands like GoPro, GoAir etc. Although Thrillophilia has continued to engage the travel enthusiasts digitally through its blogs and social media accounts like Instagram, Twitter and Facebook, it hasn't made significant efforts in YouTube to keep its channel active.
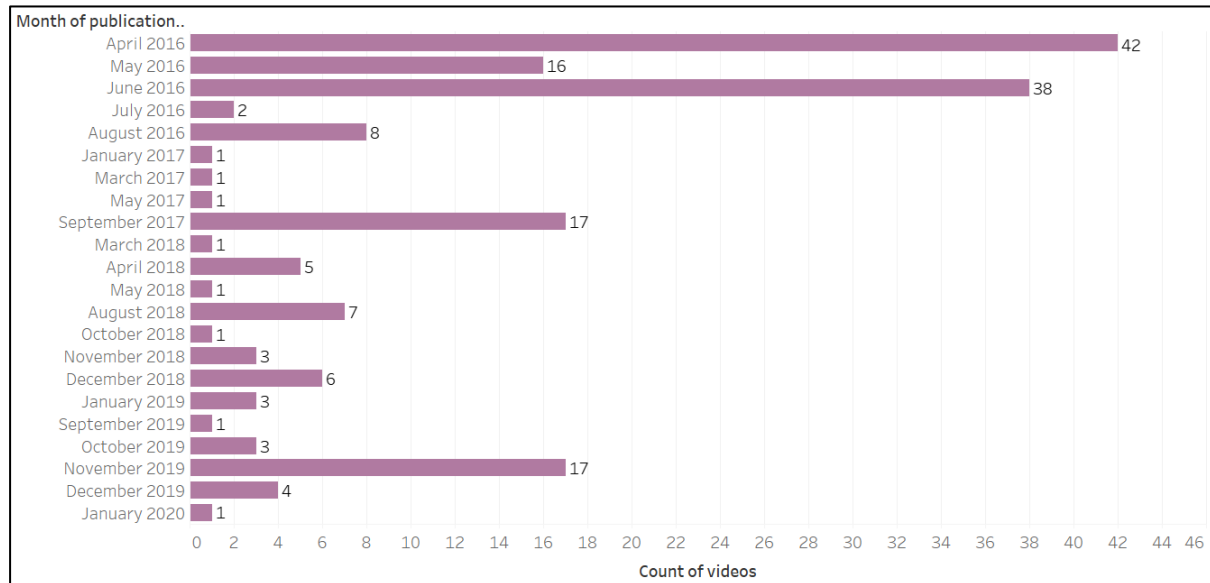
Following analysis were made by analysing Thrillophilia's YouTube channel:

➢ The channel was established in 2016, 5 years after Thrillophilia was founded.

➢ Significant amount of videos were uploaded in the initial years but subsequently the frequency of uploads and also the number of uploads decreased. Rather, thrillophilia uploaded its videos on its website as well as its social media accounts.

➢ Although Thrillophilia has actively engaged the travel enthusiasts via blogs and social media accounts, not much efforts were made in its YouTube channel.

➢ The viewers were more but the likes and comments were very less as compared to other travel based channels.

➢ But, in a nutshell, the followers and users of Thrillophilia seem to have positive outlook about its service, packages and contents.

➢ Being a travel brand with 35M+ users/year, Thrillophilia might not find the need to keep its YouTube channel active. But, with the current competition in the travel market and in the age of digital marketing, Thrillophilia should increase user engagment in YouTube too since it is the largest video sharing platform world-wide.

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